

# Navy 311

## Description

*Navy 311 is a single point of customer service entry into the shore infrastructure and network of Fleet support providers.*

NAVY 311 is not a new service or program start, but rather a new name for the Customer Relationship Management (CRM) component of the Navy's Distance Support (DS) capability.

Through Navy 311 – via phone, email, web, text, chat, and other channels – the Fleet, Sailors, military families, and civilians can get on-demand information assistance 24/7/365. The Navy 311 service gives customers an easy to remember, single point-of-entry to non-tactical, non-emergency support.

## Capabilities and Benefits

The complete Navy311 solution comprises four major capabilities: Customer Interface, Shore-based Infrastructure, Knowledge Management, and Program Management. Navy 311 can assist Sailors with the following issues and more:

- Systems and equipment: (e.g., hull, mechanical and electrical, weapon systems, IT, technical data)
- Quality of life: (e.g., medical and chaplain care)
- Personnel: (e.g., career, manpower, training)
- Supply and logistics: (e.g., requisition follow-ups, ordnance, food service, household goods)
- Installations and facilities: (e.g., environmental, public works, community support).

## Business Value

- The business objective for NAVY 311 is to simplify and streamline support to the Fleet.
- NAVY 311 builds upon the existing Global Distance Support Center (GDSC) infrastructure of networked CRM professionals and authorized support providers.
- The Navy 311 capability is modeled after “3-1-1” non-emergency services in over 300 major cities worldwide and builds upon the existing infrastructure that has supported the GDSC since 1999.
- Since the FY08 transition of Distance Support into the Sea Warrior Program (PMW 240) within the Program Executive Office for Enterprise Information Systems (PEO-EIS), the GDSC redesigned the BMC Remedy® based CRM action reporting system and workflow process to capture more robust service request data. As a result, Navy 311 provides analytical tools and decision-quality data to help the warfare enterprises, resource managers, program offices and analysts identify recurring systemic issues and make informed business decisions.
- The Navy 311 Source of Support vectoring directory (Vectory) is a valuable data asset to the Navy Enterprise because it links products and services to their authoritative source of support. The Vectory has been compiled by the Echelon II/III community of infrastructure service providers.
- Navy 311 is focused on achieving customer service excellence through modern technology, timely feedback, and improved online services. As such Navy 311 is setting the standard for customer relationship management proficiency within the Services.

*The Sea Warrior Program (PMW 240) manages a complex portfolio of information technology (IT) systems to recruit, train, pay, promote, move, retire, and support Navy personnel and deliver Distance Support IT to the Fleet. The PMW 240 Program is part of the Navy Program Executive Office for Enterprise Information Systems (PEO-EIS) which develops, acquires, and deploys seamless enterprise-wide IT systems with full lifecycle support for the warfighter and business enterprise.*



For more information contact:  
Corporate Operations Office  
E: PMW-240\_Operations@navy.mil  
T: (703) 604-3585

